

Voices About Americana 2025

Klaus Wellmann, CEO of Messe Friedrichshafen:

"Americana 2025 was an event of superlatives: never before have so many people come together to celebrate Western sports and this truly unique lifestyle. The visitor numbers of the four evening shows exceeded all expectations, and the new music formats were nearly sold out at their debut. With the most successful edition in Americana's history, Friedrichshafen has finally established itself as Europe's epicenter of the Western way of life."

Roland Bosch, Americana Project Manager:

"From the very first day of the fair, we could feel that this edition was destined to break records. International industry professionals flooded the grounds, filled the stands during demonstrations and shows, came ready to shop, and celebrated late into the night at the Yellowstone Saloon. We owe this result to an outstanding team effort. We're already looking forward to incorporating ideas from this year to further develop the next edition."

Sandra Quade, Managing Director Americana GmbH:

"We are thrilled by the overwhelming response and the many positive voices. Behind us lie intense months of preparation – marked by full commitment, major challenges and great anticipation. We're incredibly proud that, together with so many dedicated partners and helpers, we were able to stage such a strong Americana."

Joachim Bochmann, Managing Director Americana GmbH:

"For us, Americana is always a benchmark, a source of inspiration and a driving force for our amazing sport and the entire Western riding industry. Over the past two years, we've listened carefully, engaged in many conversations, and learned a lot – and with this edition of Americana, we've seen that we're still on the right track. This makes us incredibly happy and gives us a huge boost of energy for 2027."

Gunther Grill, Field Service Agrobs GmbH:

"We offer locally produced horse feed, such as our popular stomach-supporting muesli, which sold very well at Americana. We rarely experience an audience like this: for the international visitors, it wasn't about whether they would buy something from

us, but how much they could carry. It was great to see entire families from Italy, France and Austria browsing at our booth and others throughout the event. We are represented at various trade fairs in Germany and Austria, but the exhibition grounds in Friedrichshafen are among the most beautiful in the German-speaking region. Apart from the pleasant organization and support, we appreciated the new hall layout and structure this year. The halls were bustling, yet overall felt more spacious than last time."

Peter Igel, Center Manager Weißensberg Riess GmbH:

"Our focus on trailer and loading training was very well received by the audience at Americana. Even though we were placed further back in the hall, visitors regularly stopped by to receive advice on our vehicles. We were even able to schedule a few test drives for after the trade fair. Overall, we were pleasantly surprised by how international the atmosphere was. This allowed us to present our new models directly to a large and diverse audience. We'll be happy to return for the next edition of Americana."

Beate Sulzberger, Co-Managing Director at Sulzberger Stalltechnik GmbH:

"We had a good customer traffic at our booth and are generally enthusiastic about the location in Friedrichshafen. The support and organization for us exhibitors is always friendly and professional, which is truly special here. At Americana, as well as at other trade fairs, our main focus is on customer retention and making first contact with interested visitors. Once again, we were able to clearly demonstrate our quality and innovations to the right target audience with this edition."

Samuel Pfrommer, Sulzberger Stalltechnik GmbH

"The response was outstanding. "It went really well for Sulzberger – especially on the first two days, several people came to us with clear ideas and took their time to get informed."

Alex Mundorff, Managing Director Alex Mundorff Westernriding & Countrylifestyle:

"We remain satisfied with the relocation to Friedrichshafen. The on-site staff is always friendly, and the halls are bright. We are especially pleased that this year we were once again able to record an increase in sales compared to 2023."

Pascal Halbroth, Sales GeigerCars.de GmbH US Automobile:

"There was a strong interest in our vehicles at Americana and we had a lot of valuable conversations. Especially during the week, we encountered a highly professional audience for whom we had the right offers. We are now looking forward to the post-fair business and can well imagine participating again in the next edition."

Constanze Röhm, TWI Animal Science Institute

"The health forum went really well, and we had many interested listeners. Thanks for the excellent organization – I'll be happy to come back!"

Sven Weiler, Westernwelt

"It was a great trade fair and our sales went well. Thanks to the organizers for giving us exhibitors enough time in the mornings and evenings to restock our goods."

Timo Reichhart, Nice Horse Fashion

"We're extremely happy. It was very busy, and sales went extremely well."

Simon Kastori, Stars and Stripes GmbH

"Our booth was practically overrun, and our Yellowstone collection absolutely skyrocketed. At Americana, we were in the right place at the right time."